

Use of Army Lodging Signature

Introduction



THE ARMY LODGING GRAPHICS GUIDEBOOK

Introduction

Army Lodging facilities have supported the Army mission with dependable service and comfortable quarters for countless official Army travelers and we are continuing to improve the tradition of growth and quality improvement. As an Army Lodging manager, you are an integral component in this quality lodging equation.

In the 21st century a new Army Lodging signature will communicate a consistent image and scope in the Army Lodging brand. This Army Lodging Graphics Guidebook contains valuable, time-saving information to help you deliver the message. Your support of the signature and understanding of how best to use the new logo at your installation is critical.

Use this detailed guidebook as a hands-on tool in making appropriate decisions when displaying the logo. In it you will find specifications for official colors and ideas for ways to use the signature: from indoor and outdoor signage, to stationery, to employee shirts and nametags. To help you display the logo at your installation, the guidebook also contains templates and true-color samples you can provide to vendors who produce promotional materials for your facility.

Army Lodging continues to broadcast its dedication to delivering quality and service for Army travelers with the introduction of our new signature. Our ongoing interest in meeting customer expectations is an important contribution to the Army mission. Use the Army Lodging logo to reinforce Army Lodging's commitment to our customers - America's Army.

James R. Thomas
Director, Army Lodging

Table of Contents



The signature:

- With other typography
- Incorrect use of the signature
- With MACOM/Installation Nomenclature

Use of color:

- Official Army Lodging colors
- Correct use of color
- Incorrect use of color

Typefaces:

- Primary typefaces
- Secondary typefaces

Official Materials:

- Official stationery
- Envelopes and mailing labels
- Printed guest room accessories

Other Operational Items:

- Employee nametags and nameplates
- Employee shirts and hats

Signage:

- Building and grounds signage
- Exterior directional signage

The Signature with Other Typography

When using text or other typography with the Army Lodging Signature, follow the guidelines illustrated here. The left side of the letter A serves as a left flush line for typography and the area of non-encroachment remains constant above and below the signature.



When using text or other typography with the Army Lodging signature, follow the guidelines illustrated here.

The left edge of the A serves as a flush line for typography and the area of non-encroachment remains constant and below the signature.

Incorrect Use of the Signature

The Army Lodging signature is the most important tool in the identity system. Because it is the primary identifier for Army Lodging, it should always be used in a dignified manner that is representative of the quality associated with the organization.

The following variations of the Army Lodging logo signature should be avoided.



DO NOT alter the logo or slogan portion of the signature less than the minimum established length.



DO NOT alter the established letter spacing of the signature's typography.



DO NOT overprint the signature on a pattern or background which would compromise its readability.



DO NOT place the signature within a decorative border or embellish it with decorative elements.

Incorrect Use of the Signature

The following variations of the Army Lodging signature should be avoided.

DO NOT use the Army Lodging typography and number in this form without the banner portion of the signature.



DO NOT substitute other typefaces in the signature.



DO NOT alter the signature by condensing or expanding its established form.



DO NOT repeat or alter in any way the logo portion of the signature for decorative purposes.



MACOM/Installation Nomenclature

When incorporating an installation name with the Army Lodging Signature, the examples below should always be followed. Either version of the signature can accommodate the installation's nomenclature; the appropriate version should be carefully considered, taking into account other visual elements appearing in the layout.

Note: The typeface used for the installation name should be Charlotte Sans Small Caps or Arial.



The Official Army Lodging Colors

The official Army Lodging colors play an important role in promoting the corporate image. The strength of the signature is reinforced by these two colors and their proper use assures consistency in the identity system.

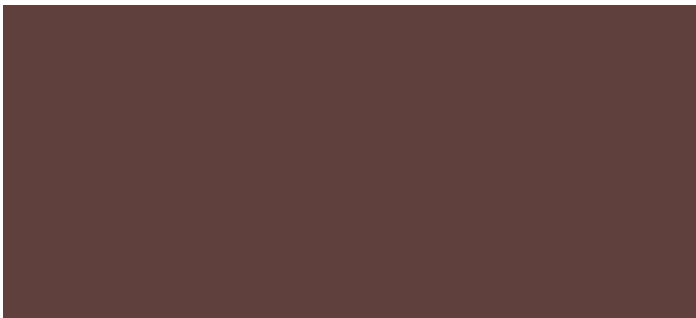
These are the same colors used in the MWR signature.



PMS 485 Red



PMS Reflex Blue



PMS 4795 Brown



Correct Use of Color

The correct use of color is an integral part of the Army Lodging identity program. Two colors have been designated as Army Lodging colors: PMS 485 Red and PMS Reflex Blue.



When the signature is printed in two colors, the Army Lodging logo must appear in PMS Reflex Blue and PMS 485 Red.



When it is not possible to print the signature in its official two color form, the preferred one color version is PMS Reflex Blue with a 50% screen on the Army Lodging typography.



When it is not possible to print the signature in the two colors or in PMS Reflex Blue, it should appear in black and a 50% screen on the Army Lodging text.

Incorrect Use of Color

Upholding the Army Lodging identity system relies on strict adherence to the color guidelines established in this manual. The following examples illustrate various in correct uses of color.



DONOT switch the official Army Lodging colors. When the signature is printed in these two colors never switch the use of PMS 485 or PMS Reflex Blue.



DO NOT use PMS 485 Red to print a one color version of the signature.



DO NOT overprint the signature on a color which alters the official Army Lodging colors or is inappropriate to the corporate image.



DO NOT reverse the signature out of a background the equivalent of 30% black or lighter

General Stationery

Stationery unifies and visually links the diverse departments and people in the Army Lodging team. Letterhead, envelopes, and business cards should accurately project the Army Lodging image while meeting the needs of the organization and its people.

The section illustrates stationery used for Army Lodging operations, in- house as well as worldwide. These materials are used for correspondence to nongovernmental agencies, vendors, commercial firms and customers.

To maintain the identity system, these samples and specifications should be followed with PMS Reflex Blue and PMS 485 Red.

General Letterhead Size: 8 1/2 x 11
General Envelope Size: no. 10, 9 1/2 x 4 1/8
Paper: Bright White, Wove Finish, 24 lb.

Business Card Size: 3 1/2 x 2
Paper: Bright White, Wove Finish, Cover weight

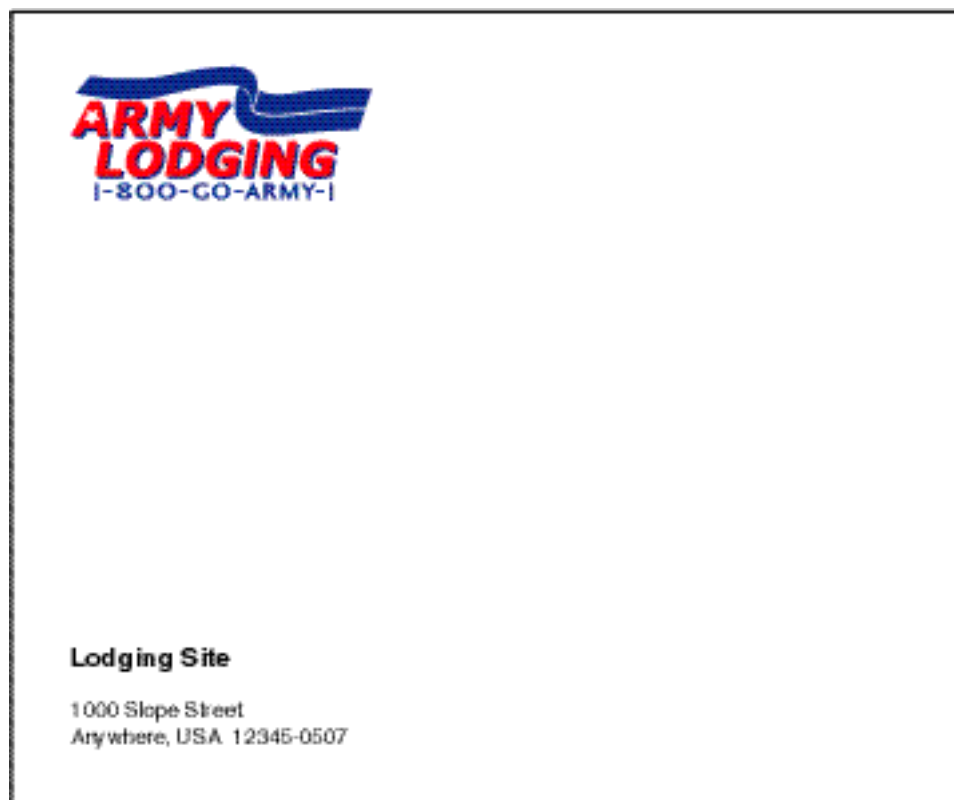
Monarch Letterhead Size: 7 1/4 x 10 1/2
Monarch Envelope Size: 7 1/2 x 3 5/8
Paper: Bright White, Wove Finish, 24 lb

Memo Letterhead Size: 5 1/2 x 8 1/2
Memo Envelope Size: A2, 5 3/4 x 4 3/8
Paper: Bright White, Wove Finish, 24lb



Business Card

No. 10 envelope



General Stationery

Letterhead: 80% of actual size



Lodging Site

John Skier
Lodging Manager

1000 Slope Street
Any where, USA 12345-0507

Tel: (222)222-2222 Fax: (222)222-2221
Email: john.skier@clsc.army.mil

Employee Identification

It is important that the materials used for identification reflect the proper Army Lodging image. Each item shown below has been designed with the Army Lodging signature and follows the guidelines established in this manual.

Employee Name Plate



Employee Name Tag



Building Fascia Ground Signage

The corporate signature may be applied to Army Lodging buildings. The placement and size of building fascia and ground signs should be based on architectural considerations.



Exterior Directional Signage

A system has been developed for exterior directional signage which employs two color schemes. Red, white and blue are the Army Lodging colors. Dark brown, light brown and white are the base/post colors and, when appropriate, should be used at Army Lodging facilities.



Exterior Directional Signage

Base/Post Signage
Color to match PMS 4975 Brown

